

Initial Review Comments on Q1 Qualitative Quarterly Reports

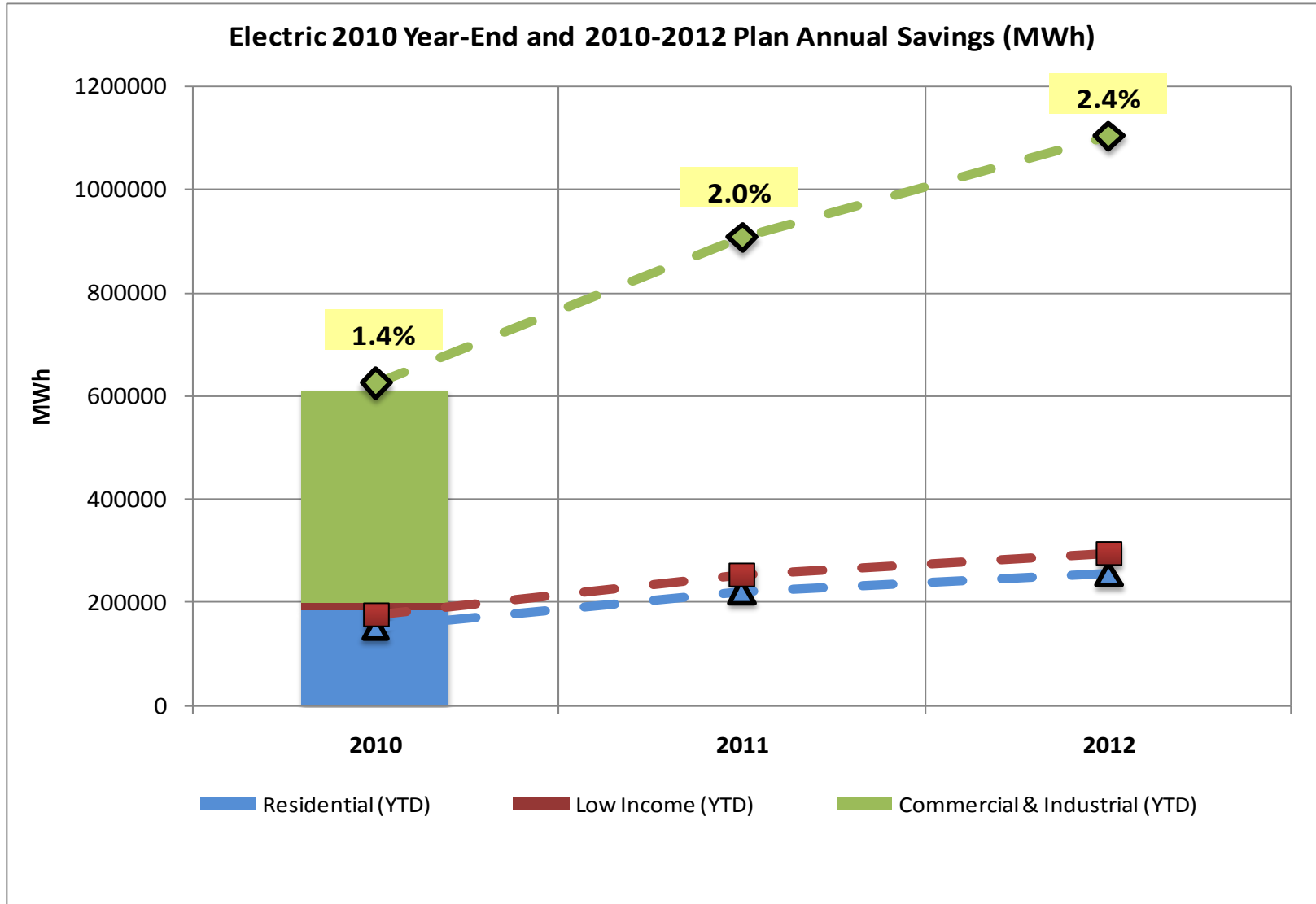
EEAC Consultants
April 12, 2011



Focus on Key Priorities

1. Achieve the EEAC/DPU three-year energy savings and net benefits goals.
2. Ensure excellent customer experiences that encourage and support customer action, including integrated delivery of electric and gas program offerings.
3. Achieve deeper savings from participating customers and reach a broader range of customers (deeper first and then broader).
4. Deliver services cost-efficiently.
5. Develop and successfully implement financing (to reach more customers and achieve deeper savings) and additional, non-ratepayer sources of program funding to reduce cost pressure on ratepayers .
6. To ensure reliable data, implement the EM&V (“Evaluation, Measurement, and Verification”) work plan for 2011 set forth in the MTM filings and continue updating the Technical Reference Manual ("TRM").
7. Develop effective reporting and tracking mechanisms to ensure information availability and responsive, timely feedback .
8. Focus on innovation, supported by a 'do and learn' approach, to accomplish these priorities.

Significant Increase in Goals in 2011, and Further Increase in 2012





Good Progress to Date on Key Priorities and Building Blocks... But Need to See Additional Progress in Early 2011

- Sharp focus on the key priorities is necessary to achieve the savings and benefit goals – and to continue the ramp up to the higher goals
- EEAC Consultants plan to review key “building blocks” with the PAs
- We will know more after the Council sees the Q1 2011 Quantitative Report at the May meeting



Education, Outreach, and Marketing

- Need increased emphasis on statewide education, outreach, and marketing in 2011 – including in messaging and branding. Recommendations:
 - Mass Save® brand should be integrated into all materials and messaging across all programs, with co-branding where appropriate
 - All ratepayer marketing dollars should continue to support the broader statewide Mass Save brand, as well as create a call to action and drive program results
- Education and outreach (and not just program marketing) are critical elements to the achievement of the 2011 and 2012 goals

2011 EM&V Results and Timing for the 2010 Annual Report

- 2010 Annual Reports (prepared by the PAs) are due to the DPU on August 1, 2011
- Concern: some EM&V studies expected to provide information for the Annual Reports are lagging
- Additional concern: the PAs have indicated a cut-off date of June 1 in order to include information and EM&V results in the 2010 Annual Reports
- Recommendation: Very important to include the most accurate information and EM&V results in the Annual Reports, therefore the PAs likely will need to be more flexible regarding a June 1 cut-off date (and EM&V contractors should provide study results on schedule)